



TRICARE Healthy Lifestyles Survey (October 2004)

TMA/C&CS - Customer Research & Analysis Branch, 703-681-1744

Summary

Background: The TRICARE Delphi Beneficiary Council is a TMA-chartered group of 250 volunteer beneficiaries representing all TRICARE options and beneficiary categories. This survey was undertaken at the request of the C&CS Action Team (CAT) for Healthy Lifestyles.

Purpose:

- Assess agreement with assumptions that:
 - healthy behavior is a matter of personal choice
 - consequences of healthy or unhealthy behavior are a matter of personal responsibility.
- Assess trends in healthy lifestyles awareness.
- Assess customer appreciation for, and the effectiveness of, health promotion materials.
- Determine trusted sources of health promotion information.
- Test proposed brand names and slogans developed by the CAT for the healthy lifestyles promotion.

Results:

- A majority (79% to 84%) agreed that the consequences of choices relating to tobacco, alcohol, diet and exercise were a matter of personal responsibility.
- A majority (78% to 81%) are more aware of their need for exercise, and diet and weight management than they were 5 years ago. There was a gender bias with females more aware of these needs.
- 85% indicated they appreciated receiving health promotion information, but only 59% said they had contributed to them having a more healthy lifestyle.
- 66% indicated agreement that there is conflicting expert opinion on diet and exercise.
- Given a list of seven sources of health promotion information, the most trusted source (31%) was “doctor or other healthcare provider.”

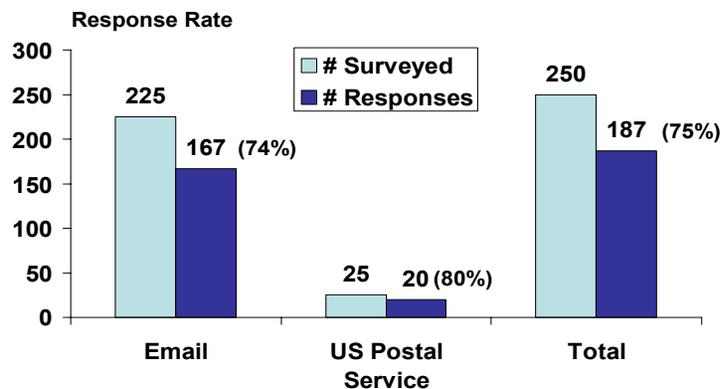
- From a list of five choices, “Healthy Choices for Life” tested best as a brand name.
- From a list of four choices, “Be Good to Yourself” and “Healthy Families, Healthy Forces” tested about equally well as campaign slogans, with the latter testing best with those who said they appreciated receiving health promotion information and materials.

Actions:

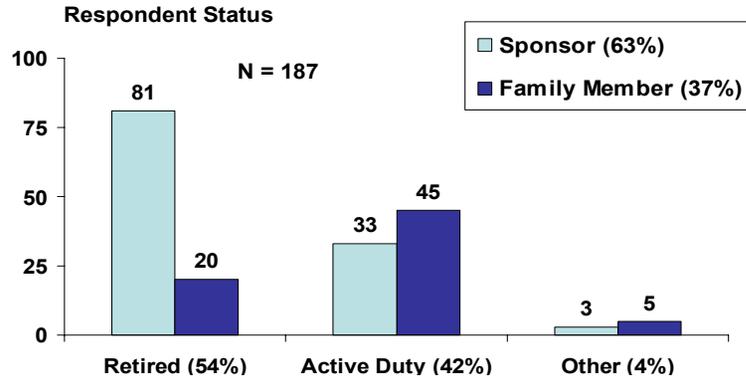
- TRICARE/Communications and Customer Service will attempt to emphasize providers as the best conduit for messages, will use "Healthy Choices for Life" as the campaign brand name, and will use slogan findings in future beneficiary marketing and education efforts.

Results:

Method of Transmission	Number of Surveys Sent	Date Surveys Sent	Reminder Sent to responders	Non-Response Cutoff Date	Days Allowed for Completion	Number of Surveys Returned	Response Rate
1st Class Mail	25	9/17/2004	n/a	10/27/2004	41	20	80.0%
Email	225	10/20/2004	10/25/2004	10/27/2004	7	167	74.2%
TOTAL	250					187	74.8%

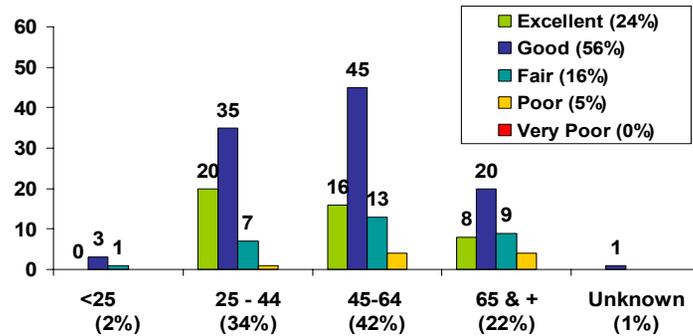


Respondent Status	Status of Sponsor						TOTAL	AVG %	
	Active Duty	Reserve Component	Retired	Deceased	Other	Unknown			
Sponsor	33	1	81			1	1	117	63%
Family Member	45	2	20	3				70	37%
TOTAL	78	3	101	3		1	1	187	
TOTAL %	42%	2%	54%	2%		1%	1%		



Question #1 - I'd say my overall health status is:

Age	Excellent	Good	Fair	Poor	Very Poor	TOTAL	AVG %
>65	8	20	9	4		41	22%
45-65	16	45	13	4		78	42%
25-44	20	35	7	1		63	34%
<25		3	1			4	2%
Unknown		1				1	1%
TOTAL	44	104	30	9	0	187	100%
Total %	24%	56%	16%	5%	0%		

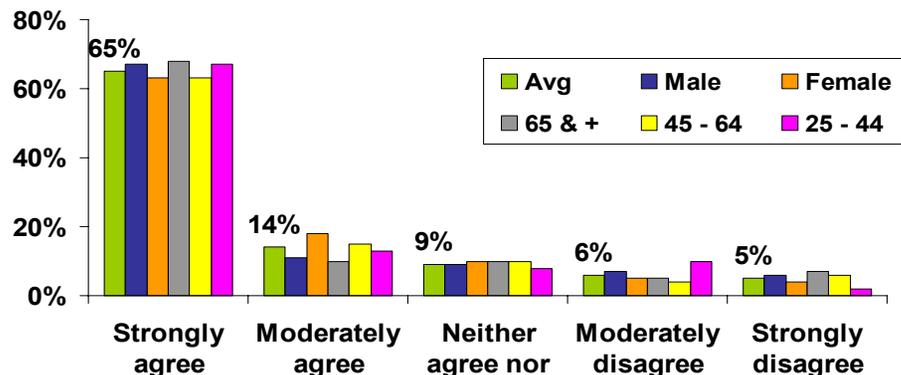


Question#2 - Whether or not I use tobacco products is my personal choice, and any resulting effects are my responsibility.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	68	53		121	67%	63%	65%	4%
Moderately agree	11	15		26	11%	18%	14%	-7%
Neither agree nor disagree	9	8		17	9%	10%	9%	-1%
Moderately disagree	7	4		11	7%	5%	6%	2%
Strongly disagree	6	3	1	10	6%	4%	5%	2%
No response	1	1		2	1%	1%	1%	0%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	35	64	17	5	121	80%	62%	57%	56%	65%
Moderately agree	4	18	4		26	9%	17%	13%	0%	14%
Neither agree nor disagree	2	10	3	2	17	5%	10%	10%	22%	9%
Moderately disagree	1	7	2	1	11	2%	7%	7%	11%	6%
Strongly disagree	2	3	4	1	10	5%	3%	13%	11%	5%
No response		2			2	0%	2%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	28	49	42	1	1	121	68%	63%	67%	25%	65%
Moderately agree	4	12	8	2		26	10%	15%	13%	50%	14%
Neither agree nor disagree	4	8	5			17	10%	10%	8%	0%	9%
Moderately disagree	2	3	6			11	5%	4%	10%	0%	6%
Strongly disagree	3	5	1	1		10	7%	6%	2%	25%	5%
No response		1	1			2	0%	1%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



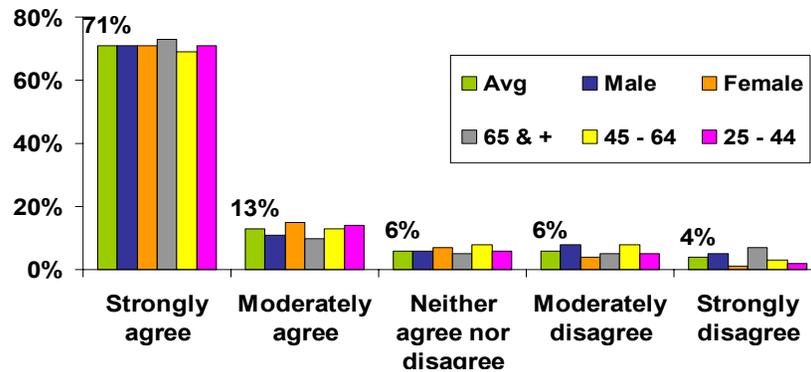
Results: According to the literature, Health Promotion efforts are only effective when there's a sense of personal responsibility. 65% of respondents strongly agreed and 14% moderately agreed that use of tobacco products and any resultant effects are a personal choice and responsibility. Thus a total majority of 79% agreed, suggesting Health Promotion efforts could be effective for tobacco.

Question#3 - Whether or not I consume alcoholic beverages is my personal choice, and any resulting effects are my responsibility.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	72	60		132	71%	71%	71%	-1%
Moderately agree	11	13		24	11%	15%	13%	-5%
Neither agree nor disagree	6	6		12	6%	7%	6%	-1%
Moderately disagree	8	3		11	8%	4%	6%	4%
Strongly disagree	5	1	1	7	5%	1%	4%	4%
No response		1		1	0%	1%	1%	-1%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	37	68	21	6	132	84%	65%	70%	67%	71%
Moderately agree	4	19	1		24	9%	18%	3%	0%	13%
Neither agree nor disagree	1	9	2		12	2%	9%	7%	0%	6%
Moderately disagree		5	3	3	11	0%	5%	10%	33%	6%
Strongly disagree	2	2	3		7	5%	2%	10%	0%	4%
No response		1			1	0%	1%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	30	54	45	2	1	132	73%	69%	71%	50%	71%
Moderately agree	4	10	9	1		24	10%	13%	14%	25%	13%
Neither agree nor disagree	2	6	4			12	5%	8%	6%	0%	6%
Moderately disagree	2	6	3			11	5%	8%	5%	0%	6%
Strongly disagree	3	2	1	1		7	7%	3%	2%	25%	4%
No response			1			1	0%	0%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



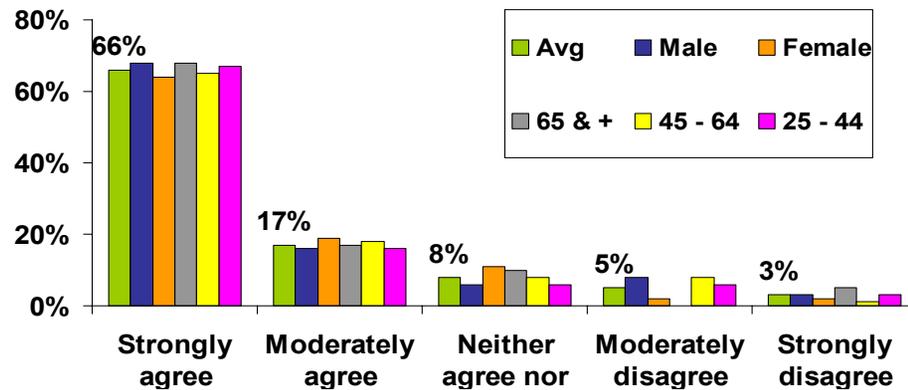
Results: An even larger majority (84%) agreed alcohol use and effects are a matter of personal choice and responsibility.

Question#4 - Whether or not I exercise for fitness is my personal choice, and any resulting effects are my responsibility.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	69	54		123	68%	64%	66%	3%
Moderately agree	16	16		32	16%	19%	17%	-3%
Neither agree nor disagree	6	9		15	6%	11%	8%	-5%
Moderately disagree	8	2		10	8%	2%	5%	5%
Strongly disagree	3	2	1	6	3%	2%	3%	1%
No response		1		1	0%	1%	1%	-1%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	36	66	17	4	123	82%	63%	57%	44%	66%
Moderately agree	5	22	5		32	11%	21%	17%	0%	17%
Neither agree nor disagree	1	8	4	2	15	2%	8%	13%	22%	8%
Moderately disagree		6	1	3	10	0%	6%	3%	33%	5%
Strongly disagree	2	1	3		6	5%	1%	10%	0%	3%
No response		1			1	0%	1%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	28	51	42	1	1	123	68%	65%	67%	25%	66%
Moderately agree	7	14	10	1		32	17%	18%	16%	25%	17%
Neither agree nor disagree	4	6	4	1		15	10%	8%	6%	25%	8%
Moderately disagree		6	4			10	0%	8%	6%	0%	5%
Strongly disagree	2	1	2	1		6	5%	1%	3%	25%	3%
No response			1			1	0%	0%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



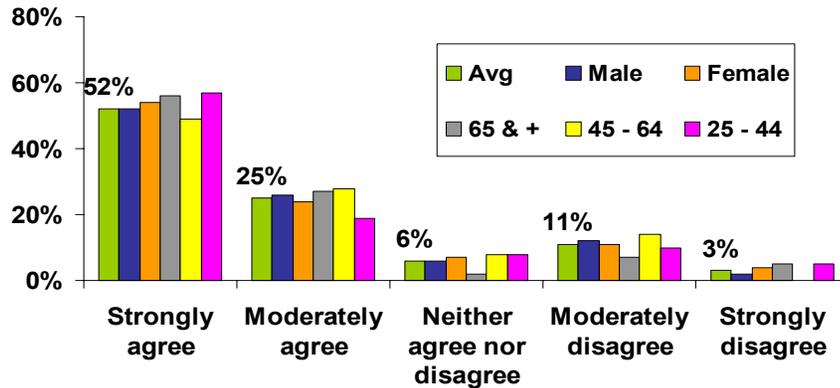
Result: 83% agreed personal fitness and effect are a matter of personal choice and responsibility.

Question#5-Gaining or losing weight is a consequence of personal choices and management of my weight is my responsibility.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	53	45		98	52%	54%	52%	-2%
Moderately agree	27	20		47	26%	24%	25%	3%
Neither agree nor disagree	6	6		12	6%	7%	6%	-1%
Moderately disagree	12	9		21	12%	11%	11%	1%
Strongly disagree	2	3	1	6	2%	4%	3%	-2%
No response	2	1		3	2%	1%	2%	1%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	32	53	11	2	98	73%	51%	37%	22%	52%
Moderately agree	7	30	8	2	47	16%	29%	27%	22%	25%
Neither agree nor disagree		9	3		12	0%	9%	10%	0%	6%
Moderately disagree	2	10	4	5	21	5%	10%	13%	56%	11%
Strongly disagree	1	1	4		6	2%	1%	13%	0%	3%
No response	2	1			3	5%	1%	0%	0%	2%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	23	38	36		1	98	56%	49%	57%	0%	52%
Moderately agree	11	22	12	2		47	27%	28%	19%	50%	25%
Neither agree nor disagree	1	6	5			12	2%	8%	8%	0%	6%
Moderately disagree	3	11	6	1		21	7%	14%	10%	25%	11%
Strongly disagree	2		3	1		6	5%	0%	5%	25%	3%
No response	1	1	1			3	2%	1%	2%	0%	2%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



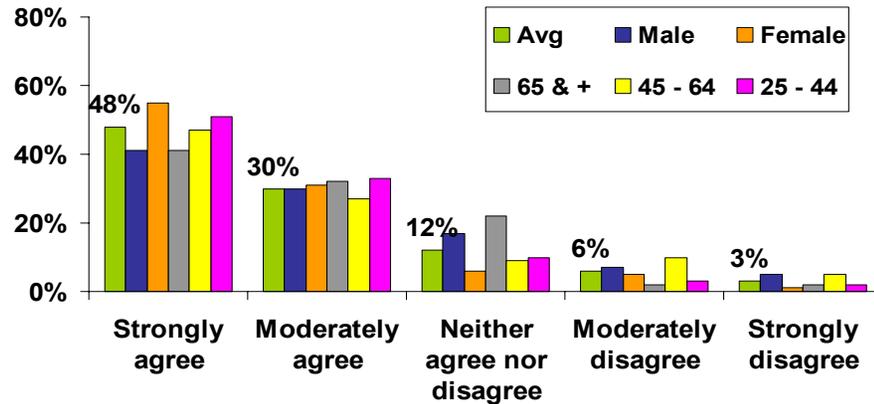
Result: 77% agreed weight management is a matter of personal choice and responsibility.

Question #6 - Compared to five years ago, I'm more aware of my need for regular exercise.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	42	46	1	89	41%	55%	48%	-14%
Moderately agree	31	26		57	30%	31%	30%	-1%
Neither agree nor disagree	17	5		22	17%	6%	12%	11%
Moderately disagree	7	4		11	7%	5%	6%	2%
Strongly disagree	5	1		6	5%	1%	3%	4%
No response		2		2	0%	2%	1%	-2%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	21	51	13	4	89	48%	49%	43%	44%	48%
Moderately agree	13	32	11	1	57	30%	31%	37%	11%	30%
Neither agree nor disagree	4	15	1	2	22	9%	14%	3%	22%	12%
Moderately disagree	4	3	4	11	11	9%	3%	13%	0%	6%
Strongly disagree	2	2	1	1	6	5%	2%	3%	11%	3%
No response		1	1	1	2	0%	1%	0%	11%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	TOTAL
Strongly agree	17	37	32	2	1	89	41%	47%	51%	48%	48%
Moderately agree	13	21	21	2		57	32%	27%	33%	30%	30%
Neither agree nor disagree	9	7	6			22	22%	9%	10%	12%	12%
Moderately disagree	1	8	2			11	2%	10%	3%	6%	6%
Strongly disagree	1	4	1			6	2%	5%	2%	3%	3%
No response		1	1			2	0%	1%	2%	1%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



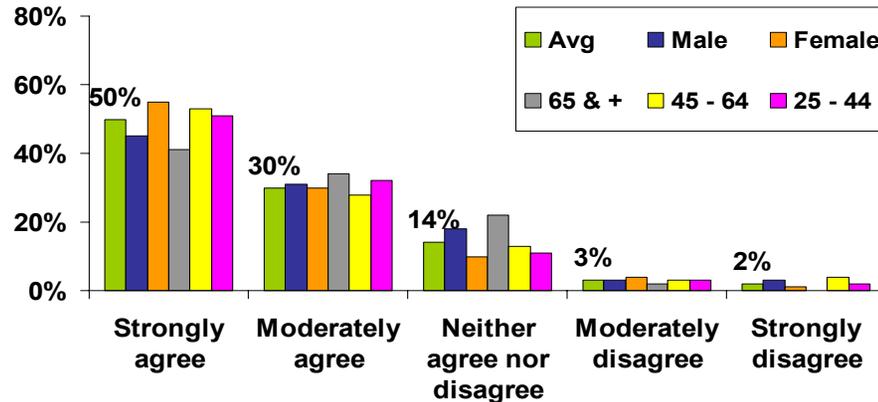
Result: 78% agreed they were more aware of their need for regular exercise than 5 years ago, and we saw a gender bias with females significantly more aware of a change than males.

Question #7 - Compared to five years ago, I'm more aware of healthy and unhealthy diet options.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	46	46	1	93	45%	55%	50%	-10%
Moderately agree	32	25		57	31%	30%	30%	2%
Neither agree nor disagree	18	8		26	18%	10%	14%	8%
Moderately disagree	3	3		6	3%	4%	3%	-1%
Strongly disagree	3	1		4	3%	1%	2%	2%
No response		1		1	0%	1%	1%	-1%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	28	46	14	5	93	64%	44%	47%	56%	50%
Moderately agree	9	35	12	1	57	20%	34%	40%	11%	30%
Neither agree nor disagree	3	19	2	2	26	7%	18%	7%	22%	14%
Moderately disagree	2	2	2		6	5%	2%	7%	0%	3%
Strongly disagree	2	1		1	4	5%	1%	0%	11%	2%
No response		1			1	0%	1%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	17	41	32	2	1	93	41%	53%	51%	50%	50%
Moderately agree	14	22	20	1		57	34%	28%	32%	25%	30%
Neither agree nor disagree	9	10	7			26	22%	13%	11%	0%	14%
Moderately disagree	1	2	2	1		6	2%	3%	3%	25%	3%
Strongly disagree		3				4	0%	4%	2%	0%	2%
No response				1		1	0%	0%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



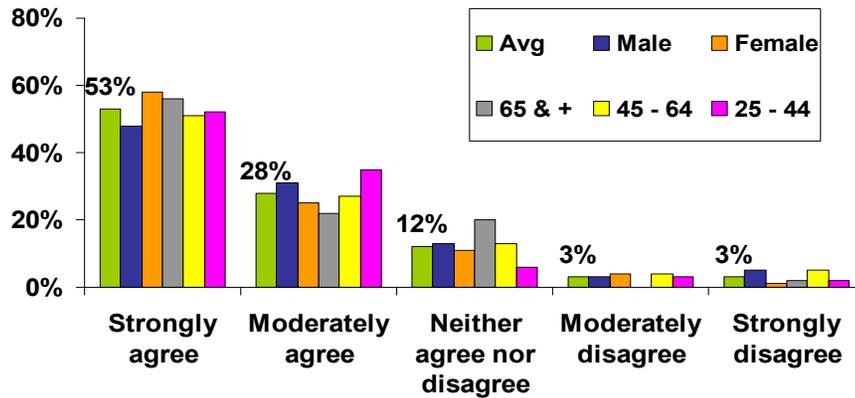
Result: 80% said they were recently more aware of healthy and unhealthy diet options. Again we saw a gender bias with females more recently increasingly aware.

Question #8 - Compared to five years ago, I'm more aware of my need to control my weight.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	49	49	1	99	48%	58%	53%	-10%
Moderately agree	32	21		53	31%	25%	28%	6%
Neither agree nor disagree	13	9		22	13%	11%	12%	2%
Moderately disagree	3	3		6	3%	4%	3%	-1%
Strongly disagree	5	1		6	5%	1%	3%	4%
No response		1		1	0%	1%	1%	-1%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	26	54	14	5	99	59%	52%	47%	56%	53%
Moderately agree	11	31	8	3	53	25%	30%	27%	33%	28%
Neither agree nor disagree	3	15	4		22	7%	14%	13%	0%	12%
Moderately disagree	2	1	3		6	5%	1%	10%	0%	3%
Strongly disagree	2	2	1	1	6	5%	2%	3%	11%	3%
No response		1			1	0%	1%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	23	40	33	2	1	99	56%	51%	52%	50%	53%
Moderately agree	9	21	22	1		53	22%	27%	35%	25%	28%
Neither agree nor disagree	8	10	4			22	20%	13%	6%	0%	12%
Moderately disagree		3	2	1		6	0%	4%	3%	25%	3%
Strongly disagree	1	4	1			6	2%	5%	2%	0%	3%
No response			1			1	0%	0%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



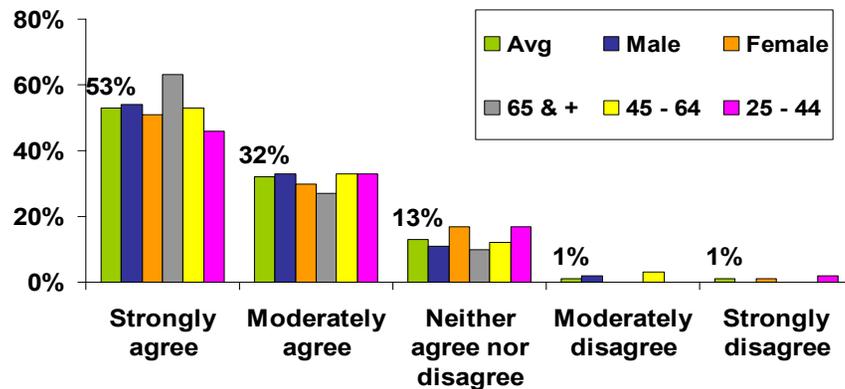
Result: 81% were recently more aware of need to control their weight, and again their was a gender bias with females more aware of such a need.

Question #9 - I appreciate having access to health promotion tips, reminders and educational materials that suggest ways to lead a healthier lifestyle.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	55	43	1	99	54%	51%	53%	3%
Moderately agree	34	25		59	33%	30%	32%	4%
Neither agree nor disagree	11	14		25	11%	17%	13%	-6%
Moderately disagree	2			2	2%	0%	1%	2%
Strongly disagree		1		1	0%	1%	1%	-1%
No response		1		1	0%	1%	1%	-1%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	27	52	15	5	99	61%	50%	50%	56%	53%
Moderately agree	12	35	9	3	59	27%	34%	30%	33%	32%
Neither agree nor disagree	5	15	4	1	25	11%	14%	13%	11%	13%
Moderately disagree			2		2	0%	0%	7%	0%	1%
Strongly disagree		1			1	0%	1%	0%	0%	1%
No response		1			1	0%	1%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	26	41	29	2	1	99	63%	53%	46%	50%	53%
Moderately agree	11	26	21	1		59	27%	33%	33%	25%	32%
Neither agree nor disagree	4	9	11	1		25	10%	12%	17%	25%	13%
Moderately disagree		2				2	0%	3%	0%	0%	1%
Strongly disagree			1			1	0%	0%	2%	0%	1%
No response			1			1	0%	0%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



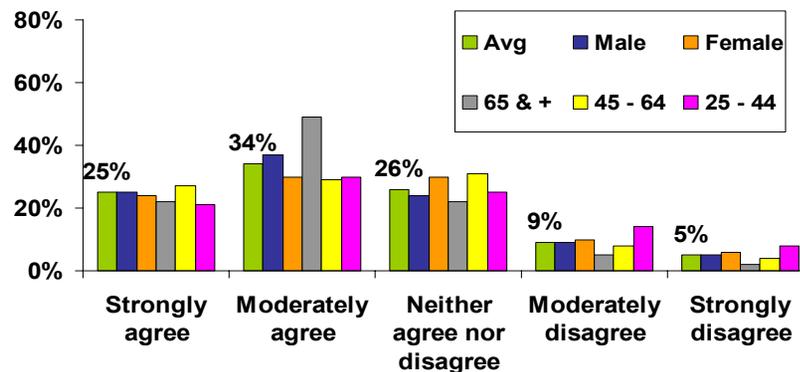
Result: An 85% majority either strongly or moderately appreciate having promotional materials.

Question #10 - Receiving health promotion tips, reminders and educational materials contributed to my having a more healthy lifestyle than five years ago.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	25	20	1	46	25%	24%	25%	1%
Moderately agree	38	25		63	37%	30%	34%	7%
Neither agree nor disagree	24	25		49	24%	30%	26%	-6%
Moderately disagree	9	8		17	9%	10%	9%	-1%
Strongly disagree	5	5		10	5%	6%	5%	-1%
No response	1	1		2	1%	1%	1%	0%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	12	22	9	3	46	27%	21%	30%	33%	25%
Moderately agree	13	37	10	3	63	30%	36%	33%	33%	34%
Neither agree nor disagree	12	27	8	2	49	27%	26%	27%	22%	26%
Moderately disagree	4	10	2	1	17	9%	10%	7%	11%	9%
Strongly disagree	3	6	1		10	7%	6%	3%	0%	5%
No response		2			2	0%	2%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	AVG
Strongly agree	9	21	13	2	1	46	22%	27%	21%	50%	25%
Moderately agree	20	23	19	1		63	49%	29%	30%	25%	34%
Neither agree nor disagree	9	24	16			49	22%	31%	25%	0%	26%
Moderately disagree	2	6	9			17	5%	8%	14%	0%	9%
Strongly disagree	1	3	5	1		10	2%	4%	8%	25%	5%
No response		1	1			2	0%	1%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



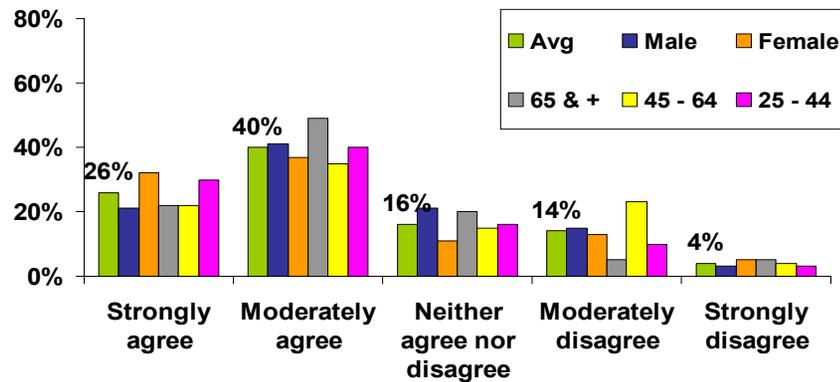
Result: A slightly smaller majority of 59% indicated promotional materials had been effective in contributing to their living a healthier lifestyle.

Question #11 - There's so much conflicting expert opinion on how diet and exercise impact human health, that I often don't know who to believe or what to do.

by Gender	Male	Female	Unknown	TOTAL	Male	Female	AVG	Difference
Strongly agree	21	27		48	21%	32%	26%	-12%
Moderately agree	42	31	1	74	41%	37%	40%	4%
Neither agree nor disagree	21	9		30	21%	11%	16%	10%
Moderately disagree	15	11		26	15%	13%	14%	2%
Strongly disagree	3	4		7	3%	5%	4%	-2%
No response		2		2	0%	2%	1%	-2%
TOTAL	102	84	1	187	100%	100%	100%	

by Health Status	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Strongly agree	9	24	11	4	48	20%	23%	37%	44%	26%
Moderately agree	15	41	13	5	74	34%	39%	43%	56%	40%
Neither agree nor disagree	9	16	5		30	20%	15%	17%	0%	16%
Moderately disagree	9	16	1		26	20%	15%	3%	0%	14%
Strongly disagree	2	5			7	5%	5%	0%	0%	4%
No response		2			2	0%	2%	0%	0%	1%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

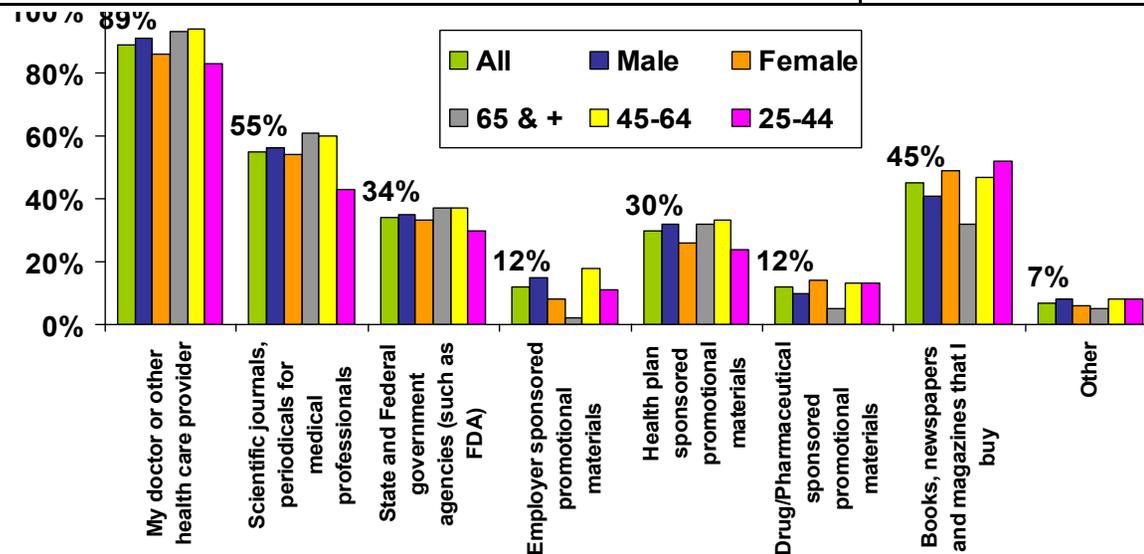
by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	TOTAL
Strongly agree	9	17	19	3		48	22%	22%	30%	75%	26%
Moderately agree	20	27	25	1	1	74	49%	35%	40%	25%	40%
Neither agree nor disagree	8	12	10			30	20%	15%	16%	0%	16%
Moderately disagree	2	18	6			26	5%	23%	10%	0%	14%
Strongly disagree	2	3	2			7	5%	4%	3%	0%	4%
No response		1	1			2	0%	1%	2%	0%	1%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%



Result: 66% indicated agreement with a statement that there is conflicting expert opinion on diet and exercise. We detected a gender bias with males less likely to be in strong agreement with this statement.

Question #12 - The sources I trust for health promotion information are: (Please indicate ALL sources that you trust and pay attention to.)

by Age	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	TOTAL
My doctor or other health care provider	38	73	52	2	1	166	35%	30%	31%	25%	31%
Scientific journals, periodicals for medical professionals	25	47	27	2	1	102	23%	19%	16%	25%	19%
State and Federal government agencies (such as FDA)	15	29	19	1		64	14%	12%	11%	13%	12%
Employer sponsored promotional materials	1	14	7			22	1%	6%	4%	0%	4%
Health plan sponsored promotional materials	13	26	15	1		55	12%	11%	9%	13%	10%
Drug/Pharmaceutical sponsored promotional materials	2	10	8	2		22	2%	4%	5%	25%	4%
Books, newspapers and magazines that I buy	13	37	33			83	12%	15%	20%	0%	16%
Other	2	6	5			13	2%	2%	3%	0%	2%
TOTAL	109	242	166	8	2	527	100%	100%	100%	100%	100%



Result: Providers were the most trusted information source of those listed.

Respondent Comments:

Internet research via search engines/forums etc (mentioned by four contributors)

I see what works for others.

Emails from health promotion agencies i.e. American Heart Association, and CADCA

I depend on my own judgement

I don't put much stock in what an MD says about nutrition or exercise. They aren't trained for it. I also don't put a lot of stock in the FDA and food pyramids for the US. I think this is the most unhealthy country with too much fast food and packaged food. People need to take the time to do things right and obviously many aren't.

I subscribe to Nutrition Action Newsletter; am a life-time member of Weight Watchers (now working to get back to my goal weight). I talk with my personal physician regarding newspaper articles on medications or health regimes that directly affect me (e.g. Estrogen Replacement Therapy (stopped, use of aspirin, vitamin E, calcium, preventive medications for cholesterol and osteoporosis).

My wife has been a wonderful source of health information and encouragement

We also use the "Life Extension" magazine or Pharmaceutical and natural supplement information

In marketing and education, a brand name serves as a shorthand description for a product. After some exposure, customers come to associate the brand name only with the intended product.

Question #13: Which of the following short phrases would be most suitable for use as a brand name in describing TRICARE's health promotion activities?

	# by Gender				% by Gender				Gender Difference
	Male	Female	Unknown	TOTAL	Male	Female	AVG		
Healthy Lifestyles	21	15		36	21%	18%	19%	3%	
Health for Life	10	13		23	10%	15%	12%	-6%	
Healthy Choices for Life	31	24		55	30%	29%	29%	2%	
Healthy Living	20	22	1	43	20%	26%	23%	-7%	
Fit for Life	18	7		25	18%	8%	13%	9%	
No response	2	3		5	2%	4%	3%	-2%	
TOTAL	102	84	1	187	100%	100%	100%	0%	

	# by Health Status					% by Health Status				
	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Healthy Lifestyles	7	21	7	1	36	16%	20%	23%	11%	19%
Health for Life	4	14	4	1	23	9%	13%	13%	11%	12%
Healthy Choices for Life	15	28	8	4	55	34%	27%	27%	44%	29%
Healthy Living	9	26	6	2	43	20%	25%	20%	22%	23%
Fit for Life	9	12	3	1	25	20%	12%	10%	11%	13%
No response		3	2		5	0%	3%	7%	0%	3%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

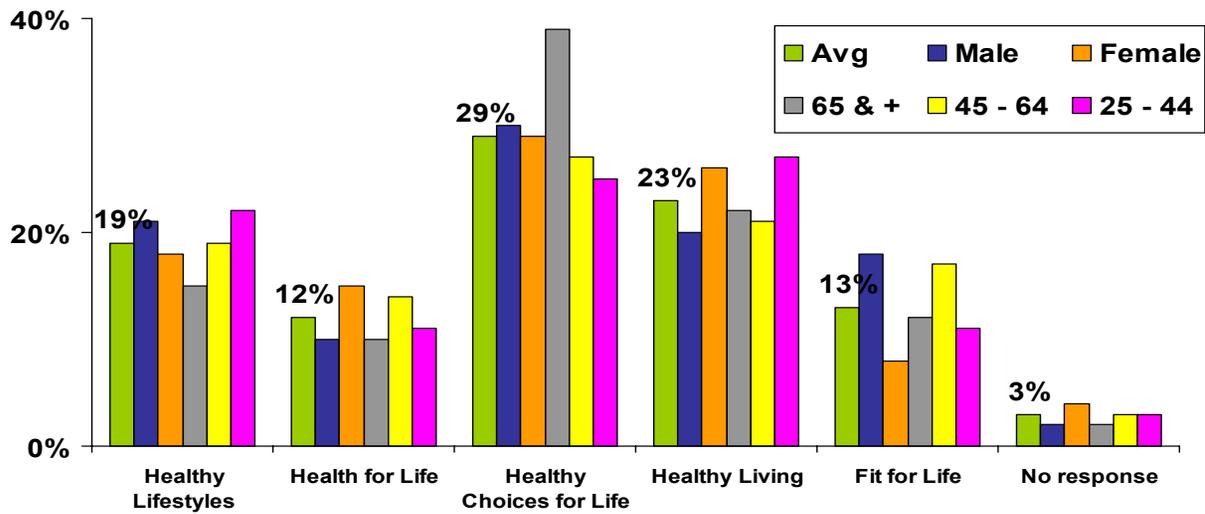
	# by Age						% by Age				
	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	TOTAL
Healthy Lifestyles	6	15	14	1		36	15%	19%	22%	25%	19%
Health for Life	4	11	7		1	23	10%	14%	11%	0%	12%
Healthy Choices for Life	16	21	16	2		55	39%	27%	25%	50%	29%
Healthy Living	9	16	17	1		43	22%	21%	27%	25%	23%
Fit for Life	5	13	7			25	12%	17%	11%	0%	13%
No response	1	2	2			5	2%	3%	3%	0%	3%
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%

Result: "Health Choices for Life" was preferred among brand name options listed, followed by "Healthy Living."

Respondent Comments:

You forgot to add the option "Don't like any of the choices".

None of the responses are applicable.



Including only those respondents indicating they appreciate getting Health Promoting materials

Brand Name	#	%
Healthy Lifestyles	24	22%
Health for Life	16	15%
Healthy Choices for Life	33	30%
Healthy Living	23	21%
Fit for Life	12	11%
No response	1	1%
TOTAL	109	100%

A campaign slogan is a brief attention-getting phrase that motivates the target audience toward a goal.

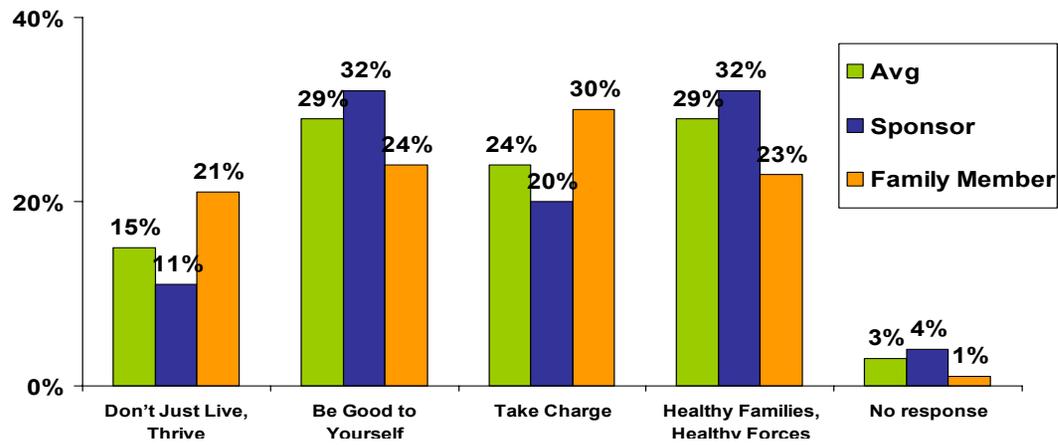
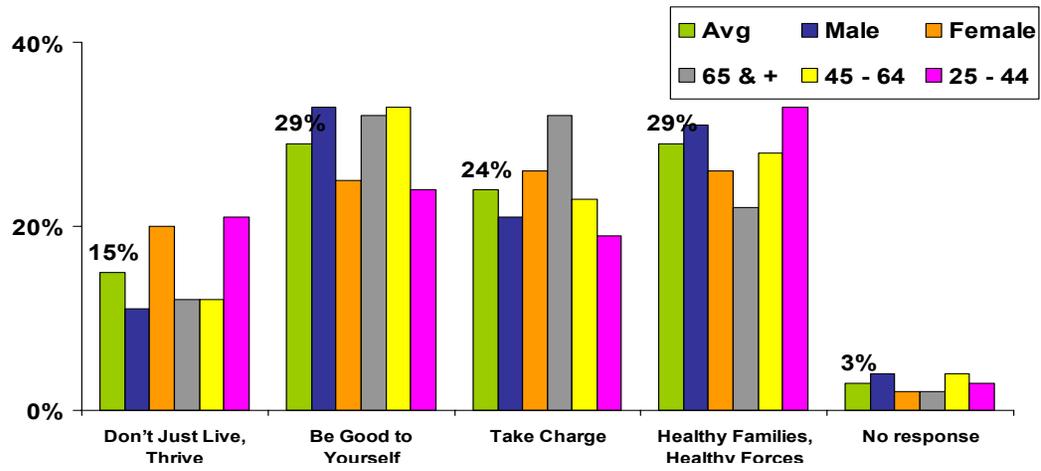
Question #14: Which of the following short phrases would be most suitable for use as a slogan in getting attention and motivating TRICARE customers in this campaign?

	# by Gender				% by Gender			Gender Difference
	Male	Female	Unknown	TOTAL	Male	Female	AVG	
Don't Just Live, Thrive	11	17		28	11%	20%	15%	-9%
Be Good to Yourself	34	21		55	33%	25%	29%	8%
Take Charge	21	22	1	44	21%	26%	24%	-6%
Healthy Families, Healthy Forces	32	22		54	31%	26%	29%	5%
No response	4	2		6	4%	2%	3%	2%
TOTAL	102	84	1	187	100%	100%	100%	

	# by Health Status					% by Health Status				
	Excellent	Good	Fair	Poor	TOTAL	Excellent	Good	Fair	Poor	AVG
Don't Just Live, Thrive	6	18	2	2	28	14%	17%	7%	22%	15%
Be Good to Yourself	11	31	11	2	55	25%	30%	37%	22%	29%
Take Charge	7	27	7	3	44	16%	26%	23%	33%	24%
Healthy Families, Healthy Forces	20	24	8	2	54	45%	23%	27%	22%	29%
No response		4	2		6	0%	4%	7%	0%	3%
TOTAL	44	104	30	9	187	100%	100%	100%	100%	100%

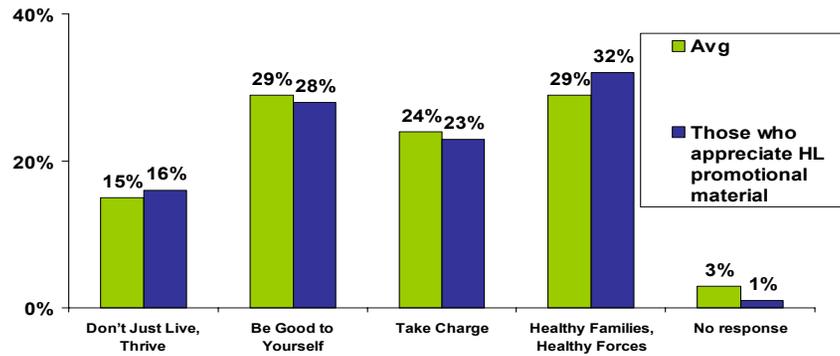
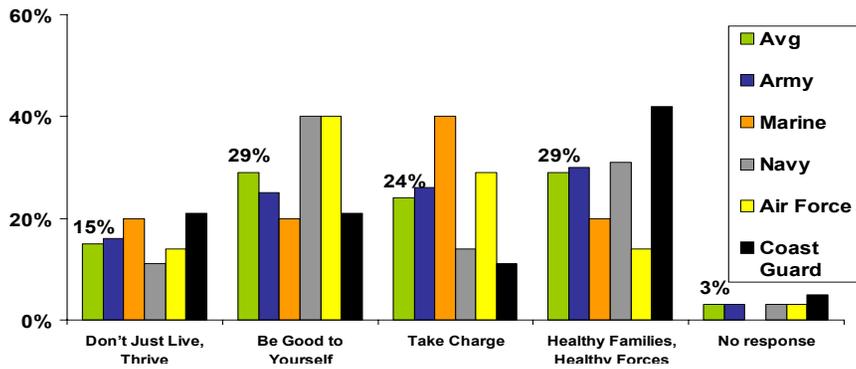
	# by Age						% by Age					
	>65	45-65	25-44	<25	Unknown	TOTAL	>65	45-65	25-44	<25	TOTAL	
Don't Just Live, Thrive	5	9	13		1	28	12%	12%	21%	0%	15%	
Be Good to Yourself	13	26	15		1	55	32%	33%	24%	25%	29%	
Take Charge	13	18	12		1	44	32%	23%	19%	25%	24%	
Healthy Families, Healthy Forces	9	22	21		2	54	22%	28%	33%	50%	29%	
No response	1	3	2			6	2%	4%	3%	0%	3%	
TOTAL	41	78	63	4	1	187	100%	100%	100%	100%	100%	

by Status	Family			Family		
	Sponsor	Member	TOTAL	Sponsor	Member	AVG
Don't Just Live, Thrive	13	15	28	11%	21%	15%
Be Good to Yourself	38	17	55	32%	24%	29%
Take Charge	23	21	44	20%	30%	24%
Healthy Families, Healthy Forces	38	16	54	32%	23%	29%
No response	5	1	6	4%	1%	3%
TOTAL	117	70	187	100%	100%	100%



# by Service	Army	Marine	Navy	Air Force	Coast Guard	USPHS	Unknown	TOTAL
Don't Just Live, Thrive	14		1	4	5	4		28
Be Good to Yourself	22		1	14	14	4		55
Take Charge	23		2	5	10	2	2	44
Healthy Families, Healthy Forces	27		1	11	5	8	1	54
No response	3			1	1	1		6
TOTAL	89		5	35	35	19	3	187

% by Service	Army	Marine	Navy	Air Force	Coast Guard	USPHS	TOTAL
Don't Just Live, Thrive	16%	20%	11%	14%	21%	0%	15%
Be Good to Yourself	25%	20%	40%	40%	21%	0%	29%
Take Charge	26%	40%	14%	29%	11%	67%	24%
Healthy Families, Healthy Forces	30%	20%	31%	14%	42%	33%	29%
No response	3%	0%	3%	3%	5%	0%	3%
TOTAL	100%						



Respondent Comments:

I suggest, "Healthy Individuals + Healthy Families = Healthy Forces

I suggest, "Fitness is a choice, make the right one"

OVERALL COMMENTS:

I'm not sure a "Healthy Promotion Campaign" has any effect on older folks. If they are into good or bad eating and exercise habits, they've got a mind set developed over years.

These are already in use by others, so a connection to TRICARE isn't there. The tag lines don't grab me either as they just seem worn out. I would like to see "real" beneficiaries in the promotional campaign. Let our beneficiaries sell the concept of healthy lifestyles and profile them.....tell their stories and how they make their lifestyle choices. Explain what pro-active measures or indicators mean - In addition to recommending that they watch their cholesterol.....tell them what the normal range is what is good cholesterol and what is bad. Print up magnets for the refrigerator with immunizations schedules for children and booster recommendations for adults. Thank you all so much for what you are doing! This is great!

Emphasize the positive benefits of not smoking rather than the negative effects of smoking, the positive effects of moderation or abstention in alcohol use, benefits of weight control and healthy diet, rather than the negative effects.

Campaign for more activities within all (3) regions such as: Tricare Walk-A-Thon for a Healthy Lifestyle Yearly work-out day @participating exercise clubs local military gyms and Health spas (issued percentage coupons from local sponsors will offset costs for military families and retirees living off post).

Provide information on the benefits vs. the side effects of over-the-counter performance-enhancing drugs, dietary supplements, and vitamins such as ephedra, creatin, yohimbe, mahuang and others (you might as well add caffeine too!). One angle might be to explore why most of the above substances (including caffeine) are banned by the International Olympics Committee.

Don't condescend and hold people accountable. Do not let people fall into the notion that they are "victims".

Good job! It's time to educate our service people and families on good health and nutrition. Thank you!

I don't have confidence in TRICARE information any more than other information, and don't need money spent on slogans to tell me about health "promotion." What is needed is money spent on care we earned such as chiropractic care and alternative medicine that helps people and dental care which is totally self funded. My perspective of a "health promotion" campaign is that the money could be far better spent and amounts to bureaucratic waste.

A newsletter would help.

Make sure stress information is provided as well tips on how families in different situations deal with it.

Provide info on where assistance can be received. For example, can we go to see a nutritionist if we are overweight?

This is a great, but but include health tips for people that are limited in their abilities. I am unable to exercise and unable to walk for a long time.

Nothing was mentioned about mental healthcare.

Much needed as I see many overweight spouses when I am on a base.

Please consider hiring Certified Health Education Specialists in the design testing and implementation of any health promotion campaigns.

Don't use pseudo science or pop science--for instance the "drink 6 (or 8) glasses of water a day" has no basis in science. Even the warnings about minimizing salt intake are suspect.

Please note about people who have physical handicaps. Now I can't exercise and it's literally killing me. Knowing I need to but can't, I just want to cry!

Promoting healthy practices should help lower overall costs for the medical care of TriCare beneficiaries. That would allow lower deductibles and more comprehensive care. There are groups that could help such as Weight Watchers, The American Diabetes Association, and others.

Provide information heart and diabetic programs

For the most of us all the materials and slogans are simply no help, and calorie counting is so tedious that we give up. I now use calorie management software which programs a weight gain/loss/maintenance profile, computes daily calorie budgets, tracks daily weights, calories consumed (carbs, protein, fat AND the 4th group: ALCOHOL), and calories burned. I know DOD-TMA cannot endorse commercial products, but a visit to www.dietpower.com is an education in itself. You get a 30 day free trial of the software for evaluation. The near real time assessment of progress is what makes it fairly easy to accomplish. Put these comments in the hands of one of your behavioral scientists and let them come up with a decent program.

Several years ago I went through the "LEARN" (Lifestyle Exercise Attitude Relationships Nutrition) 14 week program given through the health center at McClellan AFB CA. This was an excellent program and the only cost was the book (about \$20). I lost almost 50lbs on the program and have managed to keep most of it off through lifestyle change.

So much of health promotion is focused on cost avoidance and disease avoidance. Suggest you concentrate on the positive i.e. how much better you feel and why it is important to preserve your health.

Target aging baby boomers and recent retirees - I seem to be slipping the most after leaving active duty and need help!

The promotion should be attractive for all ages so that young and old will be motivated to do more than live but thrive. Tricare does a great job with the mailings they do. In fact they got me back on track of healthy eating exercise and watching my diet. Thanks Tricare.

Use normal people in the ads etc. Don't use the already super fit "swim-suit" models because that is not necessarily achievable by most of the population.

Would like to see more age-specific health care issues addressed e.g. teen pregnancy, post menapausal, health care specific to women over 50 men's health care issues etc.

You need to be sure and send information to homes- Your website is sometimes hard to navigate.

Market Segmentation by Age and Beneficiary Category

Age	AD	ADFM	Other	RC	RCFM	Ret	RetFM	Surv	Total
0-4		416,984	18,212		60,859		32,697	1,119	529,871
5-14		647,020	32,645		132,974		285,242	11,902	1,109,783
15-17	1,094	120,499	7,383	463	33,894		190,949	8,884	363,166
18-24	638,975	243,731	33,190	69,507	40,957	2,087	258,884	13,370	1,300,701
25-34	516,811	304,694	41,558	79,813	50,428	11,565	28,439	3,481	1,036,789
35-44	294,001	198,734	30,628	82,866	52,369	154,692	187,102	10,214	1,010,606
45-64	51,840	53,456	15,220	37,583	26,892	947,267	832,631	96,089	2,060,978
65 & +	128	3,347	1,150	33	590	851,068	523,433	355,203	1,734,952
TOTAL	1,502,849	1,988,465	179,986	270,265	398,963	1,966,679	2,339,377	500,262	9,146,846